

**CITY OF BAINBRIDGE ISLAND
2017 LODGING/TOURISM FUND PROPOSAL
COVER SHEET**

Project Name:

Bainbridge Island Visitors Bureau and Multi Media Destination Marketing Campaign

Name of Applicant Organization:

Bainbridge Island Downtown Association

Applicant Organization IRS Chapter 501(c) (3) or 501(c) (6) status and Tax ID Number:

BIDA is a 501 (c) 3 organization. Tax ID #91-1390519

Date of Incorporation as a Washington State Corporation and UBI Number:

Incorporated 1992 UBI#601 389 111

Primary Contact: Jerri Lane, Executive Director

Mailing Address: 120 Madrone Lane, Suite 203, Bainbridge Island, WA 98110

Email(s): jerri@bainbridgedowntown.org

Day phone: 206.842.2982

Cell phone: 206.331.1984

Please indicate the type of project described in your proposal:

<input checked="" type="checkbox"/>	Project Type
<input checked="" type="checkbox"/>	Tourism marketing
<input checked="" type="checkbox"/>	Marketing and operations of special events and festivals designed to attract tourists
<input checked="" type="checkbox"/>	Supporting the operations of a tourism-related facility owned or operated by a nonprofit organization*
<input type="checkbox"/>	Supporting the operations and/or capital expenditures of a tourism-related facility owned or operated by a municipality or a public facilities district*

*If the proposal requests funds for a tourism-related facility, please indicate the legal owner of that facility: Jim and Linda Brandt

Applicant Information.

1. The mission of the Bainbridge Island Downtown Association (hereinafter referred to as **BIDA**) is to build and sustain community through a vibrant downtown. By partnering with the BI Chamber of Commerce (BICC), and engaging with our local community to promote the downtown Bainbridge neighborhood and business district, BIDA markets downtown as the heart of our island as a unique place to live, work, visit, stay, dine, shop and play.

Incorporated in 1992, since 1998, BIDA has been recognized as one of only 13 Washington Main Street Programs accredited as a Historic Main Street by the National Trust for Historic Preservation and the Washington State Department of Archaeology & Historic Preservation. BIDA works throughout the year to create and support a downtown that offers visitors and locals unique experiences.

New in 2016, BIDA produced three '**pilot**' **Block Parties** and is partnering with BI Parks, COBI and BICC on another new event, **Winter Wonderland**. BIDA also partnered with Rotary and BICC on another new event, '**Celebrate Bainbridge**'. BIDA produces a full complement of holiday special events, including the installation and storage of the iconic Stars N Scrolls, Holiday Tree lighting celebration and Open House Saturday. Summer floral hanging baskets and holiday decorations are also provided by BIDA. BIDA manages the over the street Banner program, Kiosks, WSF Ferry promotions and the Light Pole Banners.

BIDA has a rich history of providing services and activities essential to successfully attracting and engaging local, regional, national and international tourism. For more than a decade, BIDA has worked closely with the **Seattle Concierge Associations** (accounting for approximately 15% of direct visitor referrals), **Visit Seattle, Washington Tourism Alliance**, **Cruise Ships and Kitsap Peninsula Visitor Bureau** to communicate current information on the variety of new and existing retail businesses, restaurants, waterfront recreational activities, festivals, events and lodging that make Bainbridge Island a popular visitor destination. Year to date, we are tracking a **5.5%** increase in visitor traffic. Visitors come from every state in the Union, every Province in Canada and over 40 countries. Thanks in part to BIDA's focused destination marketing efforts, Bainbridge Island and our Historic Downtown are now being regarded as a not-to-be-missed destination, essential for inclusion in itineraries by meeting planners, travel agents and travelers as they plan their visits to the Pacific Northwest.

Operation of a tourism related facility. – **BIDA's** office, staff and activities function in partnership with the BICC to promote all Island events to visitors, including a vibrant, interactive website, multiple downtown events, Seattle Concierge partnerships and active outreach via social media distribution channels. We conservatively estimate 10% of office expenses are directly dedicated to promote tourism.

Maintenance of website	\$1,000
Yearly rent: \$11,400x10%	\$1,140
Insurance \$2,671x10%	\$ 267
Internet: Yearly \$1,675.68 x10%	<u>\$ 168</u>
Total facility funding requested	\$2,575

- 2. Project Partners.** This year, the BICC and BIDA are proposing to partner in establishing a **Bainbridge Island Visitors Bureau**. In an informal survey of over 300 communities (source: Washington Tourism Alliance), over 95% have at least one dedicated individual who conducts familiarization outreach to bring visitors to their destinations. Bainbridge is one of very few without such a program and the upside can be quite effective, especially during the off peak months. We plan to begin small with a single part time individual and estimate total cost of staffing including labor and all marketing materials to be \$25,000. We propose to split this expense which is reflected in our respective budgets. There are 75 conventions on the books of Visit Seattle, with projected attendance of \$183,000+. Our Tourism Salesperson will be able to reach out to these organizations and build offsite events on Bainbridge, especially in the off peak season

Bainbridge Island Visitors Bureau

Staff Labor	\$18,000
Promotional Materials	\$2,000
Event representation	\$2,000
Mailing	\$2,000
Miscellaneous Office Expense	<u>\$1,000</u>
Total: \$25,000. Split equally between BICC and BIDA	\$25,000 (\$12,500)

- 3. BIDA Lodging Tax Fund within the past five years (2011 – 2015).**

Year	Initiative	Requested	Funded
2016	Destination Marketing Campaign	\$54,180	\$51,842
2015	Destination Marketing Campaign	\$60,016	\$29,015
2014	Destination Marketing Campaign	\$30,355	\$24,735
2013	Destination Marketing Campaign	\$31,043	\$8,400
2012	BI Wine Festival	\$23,000	\$10,000
2011	Downtown Walkabout Tour	:\$12,000	\$10,000

- 4. All projects completed**

Project Information

1. Walkabout Guide – Timeline 4/1/2017 – BIDA produces 150,000 of the popular annual *Walkabout guide* which is distributed by Certified Folder Display to more than 270 Seattle/regional locations including hotels, conference facilities, ferries, visitor information locations and tourism specialists throughout the Puget Sound. Virtual exposure for the *Walkabout Guide* is provided via the digital displays on the Washington State Ferries

(WSF) Bainbridge Island-Seattle route.

Requested LTAC Funding \$20,000

2. The July 3 Street Dance (7/3/17)

Attendance 15,000

Requested funding \$16,000

The July Street Dance is now in partnership with Rotary Auction and BICC Grand Old Fourth as we develop a multi-day Bainbridge Celebration. The July 3 Street Dance is the second largest attraction for visitors to the island.

• **3. Monthly Art Walk (First Friday)**

Attendance 1,000

Requested Funding \$ 2,300

The monthly art walk has gained in popularity as off island promotions have elevated awareness and visitor and local attendance is steadily growing.

4. Girls Night Out (May 8, 2017)

Attendance 1,000

Requested Funding \$ 1,500

Girls night out is a highly anticipated yearly event, drawing both visitors and locals to shop and dine downtown.

• **5. Trick or Treat Downtown (120/31/2017)**

Attendance 4,000

Requested Funding \$ 1,500

Bainbridge Island's Trick or Treat Downtown is very popular, bringing many visitors and locals to enjoy a safe environment for Halloween fun.

• **6. Holiday Celebrations (11/1-12/31)**

Attendance 5,000 (Est)

Requested Funding \$ 15,000

BIDA kicks off the holiday special celebrations on November 1, and continues with installing the iconic Stars n Scrolls, special events like Saturday November 26 Open House, and a full program of events and entertainment at the annual tree lighting culminating in Santa's arrival via firetruck. **Winter Wonderland** special events will occur all day on the 2nd Saturday of December in conjunction with BIParks **Winter Wonderland evening event.**

7. Visit Seattle is the official destination marketing organization for Seattle/King County. An enhanced membership with Visit Seattle allows Bainbridge Island to leverage Visit Seattle's \$22,000,000 marketing fund initiatives and outreach, including advertising, tradeshow and events. The membership also provides solid tourism statistics.

Requested Funding \$500

8. Membership in the Washington Tourism Alliance.

In 2011, the Washington State Legislature eliminated the State Department of Tourism, becoming the only state in the union not to have a supported Tourism outreach. The Tourism industry partners developed the Washington Tourism Alliance in an effort to provide private funding for Tourism. **Requested Funding \$500**

Lodging/Tourism Fund Application
Bainbridge Island Downtown Association Budget - Attachment A

	A	B	C	D
1	Project	Cost	Requested LTAC Funding	
2	150,000 Walkabout Guides			
3	Graphic Design	\$2,000		
4	Printing	\$18,000		
5	Labor	\$2,500		
6	Distribution Certified Folder	\$5,200		
7	Total Cost Walkabout	\$27,700	\$20,000	
8	Operating a Tourism Facility			
9	Website Maintenance	\$1,000		
10	10% Rent	\$1,140		
11	10% Insurance	\$267		
12	10% internet	\$168		
13	Total Funding requested	\$2,575	\$2,575	
14	BI Visitors Bureau			
15	Labor	\$18,000		
16	Promotional Materials	\$2,000		
17	Event Representation	\$2,000		
18	Mailing	\$2,000		
19	Misc Office Expense	\$1,000		
20	Total	\$25,000	\$12,500	
21	July 3 Street Dance/Celebrate Bainbridge			
22	Liability Insurance	\$1,000		
23	Staff Labor	\$4,000		
24	Hired Labor/Onsite Execution	\$3,200		
25	Equipment Rental/Signage	\$1,350		
26	Event Supplies	\$2,500		
27	Bands/Entertainers	\$5,000		
28	Permits, Printing, Postage, Design, Adv	\$1,850		
29	Contract Services AV	\$4,500		
30	Total July 3	\$23,400	\$16,000	
31	Monthly Art Walk			
32	Staff Labor	\$1,200		
33	Graphic Design/Distribution/Misc	\$1,100		
34	Total Art Walk	\$2,300	\$2,300	
35	Girls Night Out			
36	Advertising	\$1,300		
37	Bands/Entertainers	\$450		
38	Event Supplies	\$2,300		
39	Staff Labor	\$1,042		
40	Printing/copying	\$240		
41	Total Girls Night Out	\$5,332	\$1,500	
42	Trick or Treat Downtown			
43	Bands/Entertainers	\$550		
44	Event supplies	\$600		
45	Staff Labor	\$1,350		

Lodging/Tourism Fund Application
Bainbridge Island Downtown Association Budget - Attachment A

	A	B	C	D
46	Graphic Design/printing/copying	\$560		
47	Total Trick or Treat Downtown	\$3,060	\$1,500	
48	Holiday Celebrations			
49	Event supplies	\$2,500		
50	Staff labor	\$3,300		
51	Janitorial	\$70		
52	Storage/Stars N Scrolls	\$1,368		
53	Advertising	\$3,000		
54	AV	\$1,200		
55	Equipment rental/maintenance	\$1,150		
56	Graphic Design	\$1,200		
57	Printing/copying	\$2,500		
58	Postage	\$500		
59	Total Holiday	\$16,788	\$15,000	
60	Membership Visit Seattle	\$500	\$500	
61	Membership Washington Tourism Alliance	\$500	\$500	
62	Total LTAC Request		\$72,375	
63				

Lodging/Tourism Fund Application
Bainbridge Island Downtown Association Budget Scalability - Attachment B

	A	B	C	D
1	Project	Cost	Requested LTAC Funding	Scalability
2	150,000 Walkabout Guides			
3	Graphic Design	\$2,000		
4	Printing	\$18,000		
5	Labor	\$2,500		
6	Distribution Certified Folder	<u>\$5,200</u>		
7	Total Cost Walkabout	\$27,700	\$20,000	
8	Operating a Tourism Facility			
9	Website Maintenance	\$1,000		
10	10% Rent	\$1,140		
11	10% Insurance	\$267		
12	10% internet	<u>\$168</u>		
13	Total Funding requested	\$2,575	\$2,575	Delete if Necessary
14	BI Visitors Bureau			
15	Labor	\$18,000		
16	Promotional Materials	\$2,000		
17	Event Representation	\$2,000		
18	Mailing	\$2,000		
19	Misc Office Expense	<u>\$1,000</u>		
20	Total	\$25,000	\$12,500	
21	July 3 Street Dance/Celebrate Bainbridge			
22	Liability Insurance	\$1,000		
23	Staff Labor	\$4,000		
24	Hired Labor/Onsite Execution	\$3,200		
25	Equipment Rental/Signage	\$1,350		
26	Event Supplies	\$2,500		
27	Bands/Entertainers	\$5,000		
28	Permits, Printing, Postage, Design, Adv	\$1,850		
29	Contract Services AV	<u>\$4,500</u>		
30	Total July 3	\$23,400	\$16,000	
31	Monthly Art Walk			
32	Staff Labor	\$1,200		
33	Graphic Design/Distribution/Misc	\$1,100		
34	Total Art Walk	<u>\$2,300</u>	\$2,300	Delete if Necessary
35	Girls Night Out			
36	Advertising	\$1,300		
37	Bands/Entertainers	\$450		
38	Event Supplies	\$2,300		
39	Staff Labor	\$1,042		
40	Printing/copying	\$240		
41	Total Girls Night Out	<u>\$5,332</u>	\$1,500	Delete if Necessary
42	Trick or Treat Downtown			
43	Bands/Entertainers	\$550		
44	Event supplies	\$600		
45	Staff Labor	\$1,350		

Lodging/Tourism Fund Application
Bainbridge Island Downtown Association Budget Scalability - Attachment B

	A	B	C	D
46	Graphic Design/printing/copying	\$560		
47	Total Trick or Treat Downtown	\$3,060	\$1,500	
48	Holiday Celebrations			
49	Event supplies	\$2,500		
50	Staff labor	\$3,300		
51	Janitorial	\$70		
52	Storage/Stars N Scrolls	\$1,368		
53	Advertising	\$3,000		
54	AV	\$1,200		
55	Equipment rental/maintenance	\$1,150		
56	Graphic Design	\$1,200		
57	Printing/copying	\$2,500		
58	Postage	\$500		
59	Total Holiday	\$16,788	\$15,000	
60	Membership Visit Seattle	\$500	\$500	
61	Membership Washington Tourism Alliance	\$500	\$500	
62	Total LTAC Request		\$72,375	
63				
64	Minus Scaled total			-6375
65	Total Scaled Request			\$66,000

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Cash Basis

Bainbridge Island Downtown Association

Profit & Loss

January through December 2015

	Jan - Dec 15
Ordinary Income/Expense	
Income	
Direct Public Support	
B&O tax credit incentive prog.	115,701.00
Corporate Contributions	22,249.99
Individ, Business Contributions	123.00
Direct Public Support - Other	2,871.30
Total Direct Public Support	140,945.29
Government Grants (LTAC)	29,516.00
Indirect Public Support	1,932.42
Membership Dues	32,714.16
Program Income(Service Revenue)	
Banner	1,100.00
Kiosk	75.00
Prog Service Fees	
Booth Fees	4,100.00
Participation Fee	2,448.62
Total Prog Service Fees	6,548.62
Special Events Income	
Special Events Sales (Nongift)	12,680.00
Total Special Events Income	12,680.00
Walk About Guide Display Ads	17,108.34
Total Program Income(Service Revenue)	37,511.96
Total Income	242,619.83
Gross Profit	242,619.83
Expense	
Advertising Expenses	30,235.75
Bank Charges	173.87
Books, Subscriptions, Reference	6.17
Computer/Network Support	2,945.60
Conference/Convention/Meetings	1,707.21
Contracted Services (bands)	3,113.97
Credit Card Discount	336.08
Donated Prof Fees - GAAP	-209.00
Dues & Suscriptions	657.00
Equip Rental and Maintenance	1,972.01
Event Supplies	14,769.11
Facilities and Equipment	209.44
Gifts	100.60
Graphic Design/Web Design	9,976.75
Gross Payroll Expenses	
Exec. Director	66,461.52
Program Manager	23,292.00
Gross Payroll Expenses - Other	18,132.56
Total Gross Payroll Expenses	107,886.08
Hospitality	768.86
Insurance - Liability, D and O	3,982.00
Interest Expense - General	400.51
Janitorial Services	155.00
List Rental/Certified Folder	5,163.92
Meals & Entertainment	18.00
Memberships and Dues	1,452.00
Office Supplies	2,802.74
Outside Contract Services	4,429.21
Parking, Tolls, Ferry	41.30
Permits, Licenses, Other Costs	209.95

Bainbridge Island Downtown Association
Profit & Loss
January through December 2015

	Jan - Dec 15
Postage, Mailing Service	725.50
Printing and Copying	18,224.50
Professional Fees	
Data entry	142.50
Legal	3,175.00
Total Professional Fees	3,317.50
Rent, Parking, Utilities	
Rent - office	11,400.00
Rent - storage	732.84
Staff Parking	60.00
Total Rent, Parking, Utilities	12,192.84
Staff Development/Education	47.83
Telephone, Telecommunications	
Internet	69.95
Telephone, Telecommunications - Other	1,785.17
Total Telephone, Telecommunications	1,855.12
Travel	
Mileage	166.62
Travel - Other	452.96
Total Travel	619.58
Volunteer Services - Non-GAAP	250.00
Total Expense	230,537.00
Net Ordinary Income	12,082.83
Other Income/Expense	
Other Expense	
Payments to Affiliates	422.50
Voided check tracking	0.00
Total Other Expense	422.50
Net Other Income	-422.50
Net Income	11,660.33

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Cash Basis

Bainbridge Island Downtown Association Profit & Loss Budget Overview January through December 2016

2016 Budget

	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	TOTAL Jan - Dec 16
3rd July	-25.00	-25.00	-85.00	-25.00	-2,250.00	-3,285.00	19,252.00	-25.00	-25.00	-25.00	-25.00	-25.00	13,432.00
Art Walk	-405.00	-405.00	-405.00	-405.00	-405.00	-405.00	-405.00	-405.00	-405.00	-405.00	-405.00	-405.00	-4,860.00
Banners / Kiosk	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	2,280.00
Board	-530.00	-80.00	-80.00	-80.00	-80.00	-80.00	-80.00	-80.00	-80.00	-80.00	-80.00	-80.00	-1,410.00
Buy Local / 98110	-525.00	-525.00	-525.00	-525.00	-525.00	-525.00	-525.00	-525.00	-525.00	-525.00	-525.00	-525.00	-6,300.00
Flower Baskets	0.00	0.00	0.00	0.00	-3,200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-3,200.00
Girls Night Out	0.00	0.00	0.00	-3,800.00	500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-3,300.00
Halloween	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-25.00	-115.00	0.00	0.00	-140.00
Holiday	-125.00	-125.00	-125.00	-125.00	-125.00	-125.00	-125.00	-125.00	-125.00	-125.00	-2,000.00	7,475.00	8,400.00
Holiday Passport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-2,000.00	-7,800.00	-9,800.00
Island Ambassadors	-100.00	-100.00	-100.00	-100.00	-100.00	-300.00	-100.00	-100.00	-100.00	-100.00	-100.00	-100.00	-1,400.00
Main Street	-170.00	-520.00	-170.00	-170.00	-845.00	-170.00	-170.00	-185.00	-170.00	-245.00	-170.00	-520.00	-3,505.00
Memberships	640.00	9,040.00	12,340.00	8,620.00	-370.00	-320.00	-350.00	-740.00	-450.00	-310.00	-310.00	-320.00	27,580.00
Operations	-795.00	-825.00	-815.00	-2,815.00	-1,224.50	-3,366.50	-815.00	135.00	-2,715.00	-815.00	155.00	-795.00	-14,691.00
Tourism	-1,316.00	-1,041.00	-1,036.00	-833.00	-1,041.00	-861.00	-541.00	-541.00	-541.00	-541.00	-541.00	-1,341.00	-10,174.00
Walkabout Guide	-150.00	15,150.00	-1,150.00	-150.00	-150.00	-150.00	-250.00	-150.00	-150.00	-150.00	-150.00	-150.00	12,400.00
TOTAL	-3,311.00	20,734.00	8,039.00	-218.00	-9,625.50	-9,397.50	16,081.00	-2,551.00	-5,121.00	-3,136.00	-1,786.00	-4,396.00	5,312.00

Bainbridge Island Downtown Association
Profit & Loss
January through December 2016

2016 Full year
Rev/Expense
Forecast

	Jan - Dec 16
Ordinary Income/Expense	
Income	
Direct Public Support	
B&O tax credit incentive prog.	128,243.00
Corporate Contributions	22,544.00
Direct Public Support - Other	852.30
Total Direct Public Support	151,639.30
Government Grants (LTAC)	37,032.36
Indirect Public Support	2,989.29
Membership Dues	27,087.09
Program Income(Service Revenue)	
Banner	950.00
Kiosk	0.00
Prog Service Fees	
Booth Fees	3,235.00
Participation Fee	2,535.00
Total Prog Service Fees	5,770.00
Special Events Income	
Special Events Sales (Nongift)	14,812.00
Total Special Events Income	14,812.00
Walk About Guide Display Ads	24,400.00
Total Program Income(Service Revenue)	45,932.00
Total Income	264,680.04
Gross Profit	264,680.04
Expense	
Advertising Expenses	3,195.79
Bank Charges	87.26
Books, Subscriptions, Reference	78.00
Computer/Network Support	1,075.15
Conference/Convention/Meetings	546.91
Contracted Services (bands)	11,161.60
Credit Card Discount	389.03
Dues & Suscriptions	808.11
Equip Rental and Maintenance	2,640.29
Event Supplies	19,458.04
Facilities and Equipment	1,025.51
Gifts	61.96
Graphic Design/Web Design	7,174.32
Gross Payroll Expenses	
Exec. Director	59,222.45
Payroll Taxes	-829.54
Program Manager	22,825.96
Gross Payroll Expenses - Other	6,798.80
Total Gross Payroll Expenses	88,017.67
Hospitality	680.74
Insurance - Liability, D and O	4,074.00
Interest Expense - General	52.08
Janitorial Services	70.00
List Rental/Certified Folder	5,303.88
Meals & Entertainment	832.99
Memberships and Dues	500.00
Office Supplies	3,038.02
Outside Contract Services	4,762.92
Parking, Tolls, Ferry	44.40
Permits, Licenses, Other Costs	889.00
Postage, Mailing Service	698.15

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10/05/16

Accrual Basis

Bainbridge Island Downtown Association

Profit & Loss

January through December 2016

	Jan - Dec 16
Printing and Copying	22,064.66
Professional Fees	
Accounting	1,500.00
Data entry	2,478.75
Total Professional Fees	3,978.75
Rent, Parking, Utilities	
Rent - office	2,850.00
Rent - storage	1,002.60
Staff Parking	20.00
Rent, Parking, Utilities - Other	6,650.00
Total Rent, Parking, Utilities	10,522.60
Staff Development/Education	8.70
Telephone, Telecommunications	
Internet	1,261.74
Total Telephone, Telecommunications	1,261.74
Travel	
Mileage	234.36
Total Travel	234.36
Uncategorized Expenses	0.00
Total Expense	194,736.63
Net Ordinary Income	69,943.41
Other Income/Expense	
Other Expense	
Payments to Affiliates	544.00
Voided check tracking	0.00
Total Other Expense	544.00
Net Other Income	-544.00
Net Income	69,399.41

A Washington Tourism Alliance membership supports the effort to create a statewide tourism marketing organization. Tourism is Washington's 4th largest industry. It produces 20.7 billion dollars and supports over 170,000 jobs in our state annually. Unfortunately, as neighboring states and provinces spend more and more money to entice visitors to their destinations, Washington is beginning to lose market share in the tourism industry. Oregon and Montana spend over \$20 million a year to attract tourists and British Columbia spends \$50 million. Last year the WTA budget was under \$500,000.

In 2017, the Washington Tourism Alliance will introduce legislation that will create a fully-funded statewide tourism organization which will help create jobs and spur economic growth throughout Washington State. Throughout the Fall of 2016 and into 2017, the Washington Tourism Alliance will be leading a grassroots effort to build awareness and support for our legislative plan. Your membership helps support this effort.

Your membership also gives your organization discounts when advertising in the Official Washington Visitors' Guide and on the ExperienceWA.com website and grants you preferred rates when attending WTA events. We hope you join us on October 14th at the Crowne Plaza in SeaTac for our annual tourism summit. We sincerely appreciate your support of the WTA. Please feel free to contact me with any questions.

Mike Moe

c: +1 425 444 0589

mike@watourismalliance.com

Experiencewa.com

Washington
tourism alliance

 **washington**
The State



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Treehouse Café

Bainbridge Island Brewing

Elmquist Real Estate Ser.

Harrison Medical Center

Kitsap Bank

Puget Sound Energy

Gold Members:

Town & Country Markets

Sears & Associates

HomeStreet Bank

September 5, 2016

To: 2016 Lodging Tax Advisory Committee
Re: Bainbridge Island Downtown Association

Committee Members,

The Chamber would like to offer its support for the Bainbridge Island Downtown Association proposal for tourism marketing on Bainbridge Island.

We are pleased to work with BIDA to distribute the Walk-About guide for tourists who are looking for businesses in the Winslow area. The guide is distributed by our staff in the office and at the ferry terminal.

Just as the Chamber greets our many visitors as they come onto the island, the Downtown Association merchants greet the visitors in the shops, books stores, restaurants and sidewalks of downtown Winslow.

This coming year the Chamber is pleased to partner with BIDA with the creation of the Bainbridge Island Visitors Bureau. This will provide us the opportunity to market the island to the convention demographic in Seattle each year. This is an exciting addition to the marketing efforts already in place.

We also appreciate the partnership of the Downtown Association, the Lodging Association and the Chamber. Working together, we create a dynamic marketing program. Each group keying in on its own strengths yet keeping in mind how it interrelates to the marketing plan as a whole.

Respectfully,

Rex Oliver, IOM

President/CEO

Bainbridge Island Chamber of Commerce

"Creating a Strong, Sustainable Local Economy"

BAINBRIDGE ISLAND CHAMBER OF COMMERCE

395 Winslow Way East, Bainbridge Island, WA 98110 t. 206.842.3700 f. 206.842.3713 www.bainbridgechamber.com info@bainbridgechamber.com